



THE NEW NORTH CAROLINA

IN THE ADVANCING SOUTH

North Carolina's forward movement from the beginning of the 20th Century has been steady and stable, pace-setting the remarkable growth of industry in the South.

Some of the reasons why North Carolina is leading this rapid development are contained in this booklet, which is reprinted from the MANUFACTURERS RECORD of January, 1954, and for this privilege grateful acknowledgement is made to the publisher.

DEPARTMENT OF CONSERVATION AND DEVELOPMENT
Raleigh, North Carolina

Governor William B. Umstead, Chairman of the Board

Ben E. Douglas, Director

COVER—Golf is played year 'round in North Carolina, from mountains to coast on 122 courses, including the world famous Mid-South resort courses at Pinehurst, Southern Pines, Asheville, Tryon and Sedgefield.

INSIDE COVER—Spring comes early to sub-tropical Southeastern North Carolina, where gardens and plantations are open to the public, and the peak of the azalea blooming season is celebrated by a festival at Wilmington in March. Spring blooming moves westward, where the peak of the rhododendron season in the Great Smoky and Blue Ridge Mountains comes in June. Fishing, both in still fresh waters and in the Atlantic Ocean, is a popular year 'round sport in North Carolina's Variety Vacationland.